

Please replace paragraph [0046] with the following amended paragraph:

[0046] One embodiment of this invention for example is a radio apparatus comprising: an outer encasement; a radio signal receiver secured relative to the outer encasement and configured to receive at least one of AM and FM radio signals; an audio output device operatively connected to the radio signal receiver; and wherein the audio output may be limited to a predetermined radio signal frequency representing broadcast services of a radio station. There are further embodiments to this, such as: wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services; wherein a promotional identifier of one of broadcast services and non-broadcast services is operatively attached to the outer encasement; wherein the outer encasement defines a promotional identifier of one of broadcast services and non-broadcast services and further includes a promotional identifier of the other of broadcast services and non-broadcast services; wherein the radio signal receiver is configured to only receive the broadcast signal of a pre-determined frequency, representing broadcast services of the radio station; and wherein the radio signal receiver is configured to multiple broadcast signals of different frequencies, and the audio output is configured to only output radio signals received of the pre-determined frequency, representing broadcast services of the radio station. Still further, the audio output may be set to only output radio signals received of the pre-determined